

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Nebo Media
1023 31st NW
4th Floor
Washington, DC 20007

<u>Contract / Revision</u> 356652 /		<u>Alt Order #</u> 06853926
<u>Product</u> Tommy Thompson		
<u>Contract Dates</u> 09/19/12 - 09/30/12		<u>Estimate #</u>
<u>Advertiser</u> NRSC		<u>Original Date / Revision</u> 09/19/12 / 09/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> NRST	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/21/12	09/21/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$250.00			
N 2	WTMJ	09/24/12	09/28/12	Live at Daybreak-Early	5a-6a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-W-F--				3	\$250.00			
N 3	WTMJ	09/20/12	09/20/12	Live at Daybreak	6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$550.00			
N 4	WTMJ	09/26/12	09/26/12	Live at Daybreak	6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$550.00			
N 5	WTMJ	09/20/12	09/20/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$500.00			
N 6	WTMJ	09/24/12	09/28/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--F--				2	\$500.00			
N 7	WTMJ	09/20/12	09/20/12	Noon News Rotation	12n-1p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$250.00			
N 8	WTMJ	09/24/12	09/27/12	Noon News Rotation	12n-1p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$250.00			
N 9	WTMJ	09/19/12	09/21/12	Live at 3:00 News	3p-4p		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W-F--				2	\$125.00			
N 10	WTMJ	09/24/12	09/28/12	Live at 3:00 News	3p-4p		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-TF--				3	\$125.00			
N 11	WTMJ	09/19/12	09/21/12	Live at 4:00 News	4p-430p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W-F--				2	\$300.00			

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<u>Contract Dates</u> 09/19/12 - 09/30/12		<u>Product</u> Tommy Thompson
<u>Advertiser</u> NRSC		<u>Estimate #</u>
<u>Original Date / Revision</u> 09/19/12 / 09/19/12		

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	09/24/12	09/28/12	Live at 4:00 News	4p-430p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-W-F--				3	\$300.00			
N 13	WTMJ	09/20/12	09/21/12	Live at 4:30 News	430p-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$350.00			
N 14	WTMJ	09/25/12	09/27/12	Live at 4:30 News	430p-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWT---				3	\$350.00			
N 15	WTMJ	09/19/12	09/21/12	Live at 5 News	5p-530p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W-F--				2	\$600.00			
N 16	WTMJ	09/25/12	09/28/12	Live at 5 News	5p-530p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-TF--				3	\$600.00			
N 17	WTMJ	09/20/12	09/20/12	Live at 6 News	6-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$650.00			
N 18	WTMJ	09/24/12	09/28/12	Live at 6 News	6-630p		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW-F--				4	\$650.00			
N 19	WTMJ	09/19/12	09/20/12	Access Hollywood	630p-7p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WT---				2	\$400.00			
N 20	WTMJ	09/24/12	09/26/12	Access Hollywood	630p-7p		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW----				3	\$400.00			
N 21	WTMJ	09/20/12	09/21/12	Live at 10pm M-F	10p-1035p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$1,500.00			
N 22	WTMJ	09/24/12	09/27/12	Live at 10pm M-F	10p-1035p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--T---				2	\$1,500.00			
N 23	WTMJ	09/20/12	09/20/12	Tonight Show	1035p-1137p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$500.00			
N 24	WTMJ	09/24/12	09/28/12	Tonight Show	1035p-1137p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW-F--				4	\$500.00			
N 25	WTMJ	09/19/12	09/19/12	Chicago Fire	9p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,500.00			
N 26	WTMJ	09/22/12	09/22/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00			
N 27	WTMJ	09/29/12	09/29/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$400.00			
N 28	WTMJ	09/23/12	09/23/12	Today Show Sunday	7a-8a		:30			NM	1	\$300.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$300.00			
N 29	WTMJ	09/23/12	09/23/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$300.00			
N 30	WTMJ	09/23/12	09/23/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$600.00			
N 31	WTMJ	09/30/12	09/30/12	Sunday Insight	10am-1030am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$300.00			
N 32	WTMJ	09/30/12	09/30/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$400.00			
N 33	WTMJ	09/23/12	09/23/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,000.00			
Totals											62	\$30,575.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	62	\$30,575.00	\$25,988.75
Totals	62	\$30,575.00	\$25,988.75

Signature: _____ **Date:** _____

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